

SOCIAL MEDIA MAGIC

CASE STUDY

Kelly Nygard – Hanover, Minnesota



Executive Summary: Kelly Nygard was struggling to learn social media on her own. After enrolling in the Social Media Magic hands-on program, a major retailer offers her a consulting assignment.

My name is Kelly Nygard and I live in Hanover, Minnesota, a suburb of Minneapolis. When I decided to enroll, I was going to just do social media marketing on my own as an independent person. I realized that there is so much to learn that I didn't even know where to start. I was spending all of my time doing research and I wasn't getting any work done for anybody.

After I took the Social Media Magic classes, I loved that each one of them was led by somebody who was an expert in the field so if it was a spokesperson or a blog person they all had real life experience in the area that they were talking about. I was able to learn in about 15 hours worth of online learning everything I needed to know to get out in the field and actually start doing some work for a company.

As soon as I got finished taking the Social Media Magic class, I was actually offered a position as a consultant for the largest and oldest show company in the state of Minnesota which is Schuler Shoes. And I've been writing all their Facebook postings and have consulted with them on getting that all set up.

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So that was a big feather in my cap to land that position right after and I know I wouldn't have if I didn't have the experience because they already had an internal marketing department. They [Schuler Shoes] needed somebody who knew Facebook inside and out, and I was able to get that from Social Media Magic.

Now it actually has evolved into another opportunity because the company that I'm doing sales for now had been doing marketing branding and website design. And I met with one of their sales people and suggested that they should be doing some social media as well as the other things they were doing, and the guys thought that's a great idea. "Why don't you come to work for us and show us how to do it?" So now that's what I'm doing.

So I wouldn't have any of these opportunities if I hadn't had some training.

For my purposes it was fabulous! I love learning from people who have had real experience and real knowledge. Each of the classes was taught by somebody who was working in that field.

So for instance, Jennifer Shaheen was teaching the Facebook 101 and 102 classes when I took it. She taught it from the perspective that I understood. We were able to follow along as she was showing us on our computers exactly what she was talking about.

Now I am friends with her on Facebook. So any time I have a question I can just shoot her a little message on Facebook and she answers my questions three, four, five months down the road.

I've also noticed that with the LinkedIn guy, it was fabulous. He is helping me out with a couple of jams that I have gotten myself into also. So the people have just been fabulous as far as helping me after the fact, after I've taken the classes.

I took the free online course and realized how much I didn't know about social media marketing, and I was just overwhelmed. It would be impossible for me to go and get all of this information on my own and learn how to do all these things on my own.

Then I took 12 to 15 hours worth of class and study time and I completely understood how all of the different outlets work. That's something I could not have gotten on my own and certainly not all in one place.

It's been fabulous. I would recommend it to anybody. It was money well-spent. I can tell you that. I recouped it in a month with my Schuler Shoes account so it was a very smart business decision on my part.

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